

WHAT IS CLAIMED IS:

1           1. A method for storing and retrieving consumer-  
2 transaction information, the method comprising:  
3           capturing transaction information regarding a consumer at a  
4 first merchant;  
5           storing the captured selection information on a server; and  
6           applying that captured transaction information to a  
7 transaction involving the consumer at a second merchant.

1           2. The method of claim 1, wherein before the step of  
2 applying, the following step is performed:  
3           identifying the consumer in a transaction at the second  
4 merchant.

1           3. The method of claim 1, wherein before the step of  
2 applying, the following step is performed:  
3           communicatively coupling the first and second merchants and  
4 the server by means of an internet.

1           4. The method of claim 1, wherein the step of capturing  
2 comprises  
3           capturing consumer information at the first merchant.

1           5. The method of claim 1, wherein the step of capturing  
2 comprises  
3           capturing consumer loyalty information at the first merchant.

1           6. The method of claim 1, wherein the step of storing  
2 comprises

3 storing the captured selection information on a server  
4 external to the first merchant.

1 7. The method of claim 1, wherein the step of storing  
2 comprises  
3 forwarding the captured selection information to the server.

1 8. The method of claim 1, wherein the step of applying  
2 comprises  
3 applying that captured transaction information to a  
4 transaction involving the consumer at a second merchant and  
5 initiated by a browser on a personal computer connected to the  
6 internet.

add  
c2